

CLAIMS

What is claimed is:

- 1 1. A method comprising:
2 providing one or more interactive advertising links;
3 receiving, from one or more users, one or more selections for a selected
4 advertising link from the one or more interactive advertising links;
5 establishing a communications link between the one or more users and an
6 advertiser of the selected advertising link; and
7 compensating the one or more users based on various input provided to the
8 advertiser during interaction there between via the communications link.
- 1 2. The method of claim 1, further comprising:
2 receiving a request from an advertiser to establish an interactive advertising
3 link; and
4 placing a link for an interactive advertisement among the one or more
5 interactive advertising links.
- 1 3. The method of claim 2, further comprising:
2 generating a record in an advertiser database, the record including advertiser
3 information contained in the request, wherein the advertiser information includes one
4 or more of a compensation price, real-time advertiser availability, specific type of the
5 advertisement, languages spoken by the advertiser and additional compensation
6 incentives.
- 1 4. The method of claim 1, wherein the compensating the one or more
2 users further comprises:
3 billing the advertiser a billing amount for each interaction with the one or
4 more users; and
5 transferring the billing amount to the one or more users.

1 5. The method of claim 4, wherein the billing the advertiser further
2 comprises:
3 measuring a duration of the interaction between the one or more users and the
4 advertiser; and
5 calculating the billing amount for the advertiser based on the duration of the
6 interaction and a time-based price paid by the advertiser.

1 6. The method of claim 1, wherein the one or more interactive
2 advertisement links include one or more interactive public opinion polls, such that a
3 user selecting a public opinion poll is compensated for providing his/her opinion and
4 wherein the establishing the communications link further comprises:
5 providing a user that selected a public opinion poll link with an online
6 questionnaire of the public opinion poll; and
7 once the user completes the questionnaire, transmitting the questionnaire to an
8 advertiser of the public opinion poll link.

1 7. The method of claim 1, wherein each selection from a user includes
2 one or more of a category of advertisers, an advertiser payment price, advertiser type
3 and advertisement.

1 8. The method of claim 1, wherein prior to the receiving the one or more
2 selections from the one or more users, the method further comprises:
3 receiving a request from a user for connection to an interactive advertisement
4 system via a communications link;
5 establishing a connection between the user and the interactive advertisement
6 system in order to provide the user with an interaction with a chosen advertiser; and
7 providing the user with a list of the wide array of advertisement types
8 available from the interactive advertisement system.

1 9. The method of claim 1, wherein the one or more interactive advertising
2 links include one or more interactive seminar links and following selection of a
3 selected interactive seminar by the one or more users, the establishing the
4 communications link further comprises:

5 establishing a real-time video communications link between the one or more
6 users and an advertiser of the selected interactive seminar;

7 providing additional incentive-based links to the one or more users to provide
8 additional feedback; and

9 enabling the one or more users to purchase one or more items advertised by
10 the interactive seminar.

1 10. The method of claim 1, wherein following the establishing the
2 communications link, the method further comprises:

3 providing additional incentive-based links to the one or more users to provide
4 additional feedback; and

5 enabling the user to purchase one or more items advertised by the selected
6 advertising link.

1 11. The method of claim 1, wherein the compensating the one or more
2 users further comprises:

3 enabling a user to purchase an advertised product with limited availability,
4 such that the user is compensated by having the ability to purchase the advertised
5 product.

1 12. The method of claim 11, further comprising:

2 charging the user a predetermined amount such that the user is compensated
3 by having the ability to purchase the advertised product; and
4 transferring the predetermined amount to the advertiser.

1 13. The method of claim 11, further comprising:

2 using a telephone as the communications link between the user and the
3 advertiser of the selected advertising link.

1 14. The method of claim 1, wherein providing the one or more interactive
2 advertising links further comprises:

3 receiving, from an advertiser interface, a request to activate an interactive
4 seminar included among the one or more interactive advertising links;

5 activating the seminar, such that one or more users can select and participate
6 in the interactive seminar;

7 receiving, from the advertise interface, a request to de-activate the interactive
8 seminar once the seminar is closed; and

9 de-activating the interactive seminar, such that additional users can no longer
10 participate in the interactive seminar.

1 15. The method of claim 1, wherein the establishing a communications
2 link, further comprises:

3 providing the one or more users with a recorded version of the selected
4 advertisement; and

5 enabling the one or more users to purchase one or more advertised products.

1 16. A computer readable storage medium including program instruction
2 that directs a computer to function in a specified manner when executed by a
3 processor, the program instructions comprising:

4 providing one or more interactive advertising links;

5 receiving, from one or more users, one or more selections for a selected
6 advertising link from the one or more interactive advertising links;

7 establishing a communications link between the one or more users and an
8 advertiser of the selected advertising link; and

9 compensating the one or more users based on various input provided to the
10 advertiser during interaction there between via the real-time communications link.

1 17. The computer readable storage medium of claim 16, further
2 comprising:
3 receiving a request from an advertiser to establish an interactive advertising
4 link; and
5 placing a link for an interactive advertisement among the one or more
6 interactive advertising links.

1 18. The computer readable storage medium of claim 17, further
2 comprising:
3 generating a record in an advertiser database, the record including advertiser
4 information contained in the request, wherein the advertiser information includes one
5 or more of a compensation price, real-time advertiser availability, specific type of the
6 advertisement, languages spoken by the advertiser and additional compensation
7 incentives.

1 19. The computer readable storage medium of claim 16, wherein the
2 instruction for compensating the user further comprises instructions of:
3 billing the advertiser a billing amount for each interaction with the one or
4 more users; and
5 transferring the billing amount to the one or more users.

1 20. The computer readable storage medium of claim 19, wherein the
2 billing the advertiser further comprises instructions of:
3 measuring a duration of the interaction between the one or more users and the
4 advertiser; and
5 calculating the billing amount for the advertiser based on the duration of the
6 interaction and a time-based price paid by the advertiser.

1 21. The computer readable storage medium of claim 16, wherein the one
2 or more interactive advertisement links include one or more interactive public opinion
3 polls, such that a user selecting a public opinion poll is compensated for providing

4 his/her opinion and wherein the establishing the communications link further
5 comprises instructions of:
6 providing a user that selected a public opinion poll link with an online
7 questionnaire of the public opinion poll; and
8 once the user completes the questionnaire, transmitting the questionnaire to an
9 advertiser of the public opinion link.

1 22. The computer readable storage medium of claim 16, wherein each
2 selection from a user includes one or more of a category of advertisers, an advertiser
3 payment price, advertiser type and advertisement.

1 23. The computer readable storage medium of claim 16, wherein prior to
2 the instruction for receiving the one or more selections from the one or more users,
3 the computer readable storage medium further comprises instructions of:
4 receiving a request from a user for connection to an interactive advertisement
5 system via a communications link;
6 establishing a connection between the user and the interactive advertisement
7 system in order to provide the user with an interaction with a chosen advertiser; and
8 providing the user with a list of the wide array of advertisement types
9 available from the interactive advertisement system.

1 24. The computer readable storage medium of claim 16, wherein the one
2 or more interactive advertising links include one or more interactive seminar links and
3 following selection of a selected interactive seminar by the one or more users, the
4 establishing the communications link further comprises the instructions of:
5 establishing a real-time video communications link between the one or more
6 users and a provider of the selected interactive seminar;
7 providing additional incentive-based links to the one or more users to provide
8 additional feedback; and
9 enabling the one or more users to purchase one or more items advertised by
10 the interactive seminar.

1 25. The computer readable storage medium of claim 16, wherein following
2 the establishing a real-time communications link, the computer readable storage
3 medium further includes instructions of:

4 providing additional incentive-based links to the one or more users to provide
5 additional feedback; and

6 enabling the one or more users to purchase one or more items advertised by
7 the selected interactive advertising link.

1 26. The computer readable storage medium of claim 16, wherein the
2 instruction for compensating the user further comprises instructions of:

3 enabling a user to purchase an advertised product with limited availability,
4 such that the user is compensated by having the ability to purchase the advertised
5 product.

1 27. The computer readable storage medium of claim 16, further
2 comprising the instructions of:

3 charging the user a predetermined amount such that the user is compensated
4 by having the ability to purchase the advertised product; and
5 transferring the predetermined amount to the advertiser.

1 28. The computer readable storage medium of claim 16, further
2 comprising the instructions of:

3 using a telephone as the communications link between the user and the
4 advertiser of the selected advertising link.

1 29. The computer readable storage medium of claim 16, wherein the
2 method comprising providing one or more interactive advertising links further
3 comprises:

4 receiving, from an advertiser interface, a request to activate an interactive
5 seminar included among the one or more interactive advertising links;

6 activating the seminar such that one or more users can select and participate in
7 the interactive seminar;

8 receiving, from the advertise interface, a request to de-activate the interactive
9 seminar once the seminar is closed; and
10 de-activating the interactive seminar, such that additional users can no longer
11 participate in the interactive seminar.

1 30. The computer readable storage medium of claim 16, wherein the
2 establishing a communications link, further comprises:
3 providing the one or more users with a recorded version of the selected
4 advertisement; and
5 enabling the one or more users to purchase one or more advertised products.

1 31. An online incentive-based advertising system comprising:
2 a user interface for receiving one or more selection requests from one or more
3 users for an interactive advertisement from one or more interactive advertisement
4 links stored in an advertisement database;
5 a processor to receive the one or more selection requests from the one or more
6 users for a selected interactive advertisement from the user interface, and establish a
7 communications link between the one or more users and a provider of the selected
8 interactive advertisement for interaction via the communications link; and
9 a compensation procedure to compensate the user based on various input
10 provided to the advertiser during interaction therebetween via the communications
11 link.

1 32. The system of claim 31, wherein the user interface:
2 provides the user with a list of fields of advertisements, accepts a type of
3 advertisements desired by the user, provides the user with a list of interactive
4 advertisements stored in the advertisement database which match the type of
5 advertisement desired by the user, and a receive the selection from the user for a
6 selected advertiser.

1 33. The system of claim 31, further comprising:
2 an advertiser interface for receiving a request from an advertiser to establish
3 an interactive advertising link, and generate a record in the advertisement database,
4 the record including provider information contained in the request.

1 34. The system of claim 33, wherein the provider information includes one
2 or more of a compensation price, real-time advertiser availability, specific type of the
3 advertisement, languages spoken by the advertiser and additional compensation
4 incentives.

1 35. The system of claim 31, wherein the communications link further
2 comprises:
3 a public switched telephone network interface to connect the user to the
4 advertiser of the selected advertisement.

1 36. The system of claim 31, wherein the communications link further
2 comprises:
3 a wireless communications network interface to connect the user to the
4 advertiser of the selected advertisement.

1 37. The system of claim 31, wherein the communications link further
2 comprises:
3 a video link to connect the user to the advertiser of the selected advertisement.

1 38. The system of claim 31, wherein the communications link further
2 comprises:
3 a voice communication link to connect the user to the advertiser of the
4 selected advertisement.

1 39. The system of claim 31, further comprising:
2 a banner advertisement link procedure to generate an interactive advertisement
3 link as a web page banner advertisement of an advertiser web site.

- 1 40. The system of claim 31, further comprising:
- 2 a banner advertisement link procedure to generate an interactive advertisement
- 3 link as a web page banner advertisement of a search engine web site.

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